

# **DATA PROCESSING MANAGEMENT ASSOCIATION**

## **registration information**

The Registration Fee for any individual seminar is \$30 for DPMA members, and \$40 for non-members. Checks should be made payable to Data Processing Management Association.

Seminar registration includes luncheon, and all instructional materials.

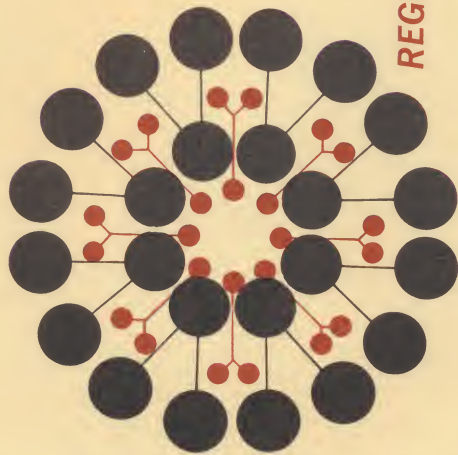
Room accommodations are available for registrants at the seminar locations. Room reservations should be made directly with the individual facility, mentioning the DPMA Seminar. Additional information on hotel or motel accommodations will be forwarded to seminar registrants along with confirmation of registration.

# DATA PROCESSING MANAGEMENT ASSOCIATION

DPMA Seminars  
P.O. Box 195  
Park Ridge, Ill. 60068



Park Ridge, Illinois  
FIRST CLASS  
U.S. Postage Paid — 5¢  
Permit No. 580



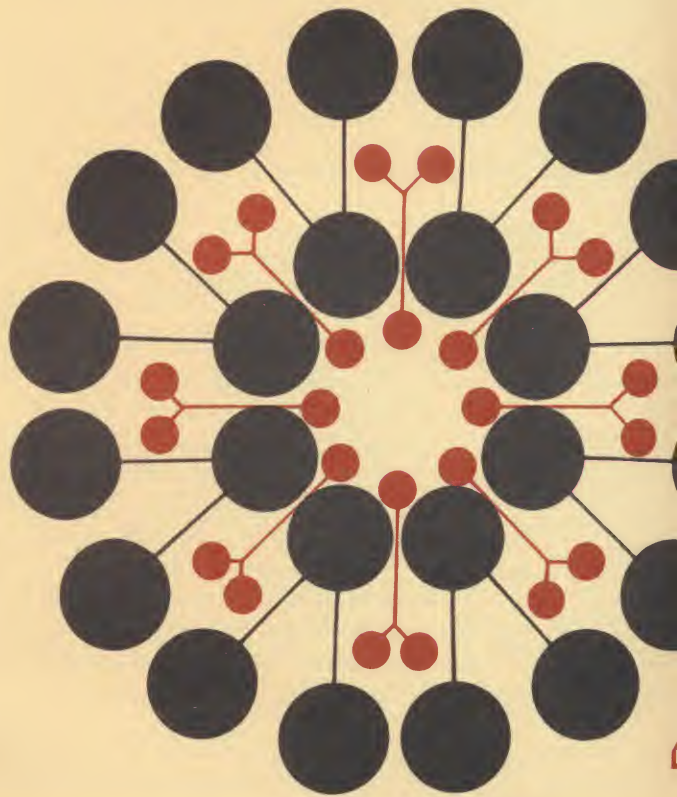
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REGISTER FOR THE SEMINAR OF YOUR CHOICE NOW!

## DPMA MANAGEMENT SEMINAR

Coming to . . .

PHILADELPHIA . . . NEW YORK . . . BOSTON . . . MON



## modern managers for modern business

Advances in computer technology, particularly in non-financial applications, requires that a modern manager have the understanding, appreciation and confidence to implement programs of significant potential advantage to his organization. Top management expects its managers to develop such programs. Managers have an obligation to become and to remain fully informed.

Modern managers also have an obligation to use their time with maximum effectiveness. This obligation becomes increasingly important against the background of scientific data processing techniques. Such techniques require good communication both vertically and horizontally throughout a company. They require the leadership of a modern data processing manager.

Recognizing the need for adequate training of the modern manager, DPMA is offering a series of one day management seminars in major cities throughout the United States and Canada. Tailored for both EDP management and staff executives, the program offers two separate seminars: "Management Science in Action" and "Double Your Effectiveness."

"MANAGEMENT SCIENCE IN ACTION," will focus on the principles and techniques for implementing a modern management decision-making system. The technical discussion will cover the definitions, planning techniques, and pay-offs for several kinds of models. Case studies will be used to evaluate the actual effectiveness.

"DOUBLE YOUR EFFECTIVENESS," concentrates on the techniques needed for improvement of personal effectiveness in relation to subordinates, peers, and higher management. It will cover both personal work habits and insights into the analysis of company objectives and problems associated with intra-company communication.

A pilot series held in April and again at the 1967 DPMA Conference in Boston received excellent audience reaction. Here is your opportunity to avail yourself of the same program!

## management science in action

Philadelphia  
September 26  
The Warwick

New York  
September 27  
The Summit of New York

### SPEAKERS

**John L. Marley**  
President  
John L. Marley & Company

**Dr. Thomas R. Hoffmann**  
Chairman, Department of  
Management, Production,  
Transportation  
University of Minnesota

**Kenneth J. Soderstrom**  
Manager, Operations Research  
U.S. Division  
Corn Products Company

### SEMINAR CONTENT

- The basic concepts, value and limitations of mathematical models
- Selecting management control areas for maximum results
- Financial, production and inventory control models, and guides to their successful applications
- Case studies by industrial systems and operations research specialists
- Workshop session for individual questions



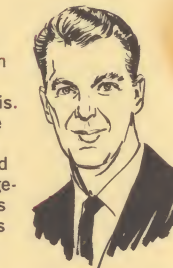
Mr. Marley heads a management consulting firm in Chicago, specializing in consulting, management education and plant acquisition. A veteran of 28 years in the data processing field, he is well known in business and management circles, and as a lecturer at colleges and universities.

Dr. Cansler is professor of business administration at the Northwestern University School of Business in Chicago. He is consultant to numerous private business schools. He also serves as an advisor on seminar programs to national organizations.



Dr. Hoffmann is professor of production and chairman of the department of management, production and transportation at the University of Minnesota School of Business Administration. In addition to his academic experience, he has served as a consultant to industry in operations research.

Mr. Soderstrom is manager, operations research, U.S. Division of Corn Products Company, Argo, Illinois. He is a member of the Operations Research Society of America and the Institute of Management Sciences. He has written several articles on business decision making and the use of simulation.



## double your effectiveness

Boston  
September 28  
Statler Hilton

Montreal  
September 29  
Skyline Hotel

### SPEAKERS

**John L. Marley**  
President  
John L. Marley & Company

**Dr. Russell N. Cansler**  
Professor of Business  
Administration  
Northwestern University

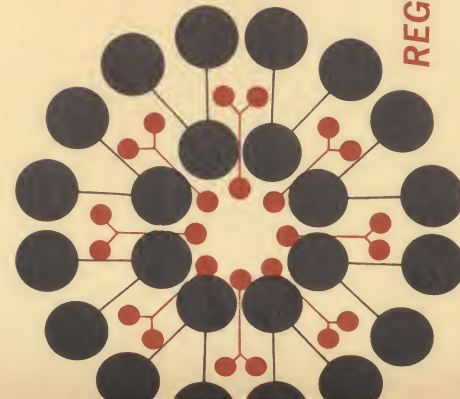
### SEMINAR CONTENT

- Why it is harder for managers to fail than succeed
- Ways to improve your personal effectiveness
- Ways to cut desk work
- Ways to better understand top management
- Ways to improve your skills in communication
- Workshop session for individual questions

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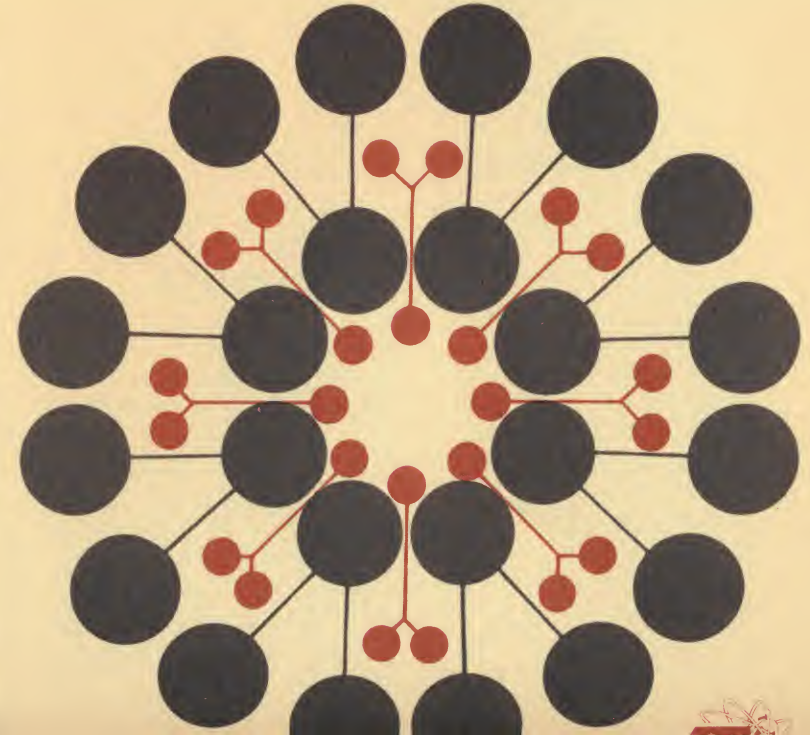
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